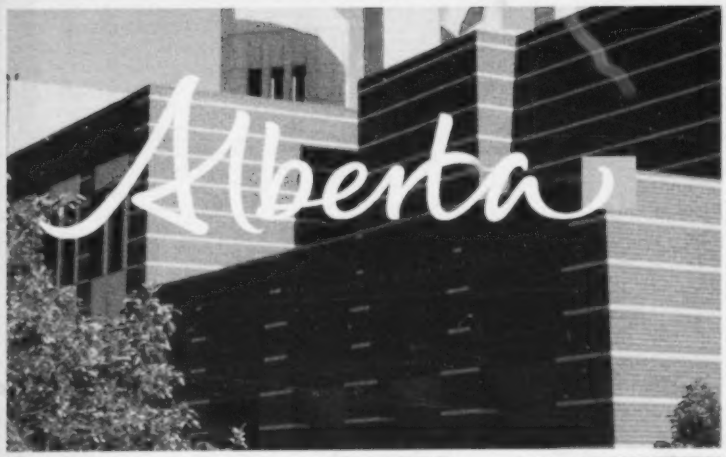

INDUSTRY PROFILES

Educational Services Industry

July 2010

Government of Alberta
Employment and Immigration

Overview:

The Educational Services industry[1] in Alberta includes:

- public and private schools, colleges, universities and training centres;
- instructional and training services; and
- related support services such as food and accommodation for students.

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2. Industry Growth
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[1] North American Industry Classification System (NAICS) major group 61

Section A: Business Environment

1. 2009 Employment and Unemployment Numbers and Rates:

	Alberta	Educational Services Industry
Number of employed	1,988,100	132,100
Percent employed in the industry		6.6%
Number of unemployed	139,700	4,600
Unemployment rate	6.6%	3.4%

Data Source: Labour Force Historical Review 2009, Statistics Canada

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry Growth:

- Employment in the Educational Services industry is expected to grow on average 0.8% annually from 2010 to 2013.
- Approximately 4,300 jobs will be created from 2010 to 2013. Employment is expected to increase to 136,300 by 2013.
- This industry is expected to provide 2.4% of all new jobs in Alberta between 2010 and 2013.

For more information, see the Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2009 – 2013, Industry Employment Outlook[4] online and the Alberta Learning Information Service (ALIS)[5] website's industry descriptions.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/LMI/LMI-LMF_2009-13_cops.pdf
[5] See http://www.alis.alberta.ca

Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Educational Services industry accounted for 4.2% of Alberta's Gross Domestic Product in 2009, up slightly from 4.0% in 1999. The industry's share of total employment declined slightly from 6.8% in 1999 to 6.6% in 2009.

Employment in 2009 was 4.2% higher than its level in 2008. For the last ten years, employment has increased from 105,000 people in 1999 to 132,100 people in 2009.

The proportion of working age Albertans with at least a high school diploma rose from 74.4% in 1999 to 81.6% in 2009. The proportion of working age Albertans with a university degree increased from 14.2% in 1999 to 19.3% in 2009. *Alberta's Supply Outlook Model: Education and Skills (2009-2019)* projects that the proportion of Albertans with post-secondary education will increase from 54.0% in 2009 to 60.1% in 2019, with more females than males expected to have obtained a post-secondary education by 2019. The report also indicates that, at the college and trade level, a higher percentage of males than females will have qualifications in the applied science technologies and trades field. The outlook continues to project that more people will graduate in the fields of education, humanities, social sciences, physical and life sciences, and mathematical and computer sciences from university than from college and trade institutions.

The *Alberta Occupational Demand Outlook 2009-2013* projects above average labour demand growth for university professors and assistants and secondary and elementary school teachers and educational counsellors, and below average demand growth for college and other vocational instructors.

3. Size of Businesses in Alberta and the Industry:

Establishment Size	Alberta Businesses		Educational Services Establishments	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	561,300	34.3%	20,700	16.5%
20 to 99 employees	582,500	35.6%	61,400	48.9%
100 to 500 employees	298,700	18.3%	20,700	16.5%
Over 500 employees	194,000	11.9%	22,700	18.1%

Data Source: Labour Force Historical Review 2009, Statistics Canada

* Percentages may not add up to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Educational Services industry include:

- elementary school teacher;
- educational counsellor;
- teacher assistant;
- university professor; and
- school principal.

For a complete listing of all occupations related to this industry as well as detailed information on educational and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Age and Gender:

According to the Labour Force Survey, the gender breakdown in the Educational Services industry is as follows:

- women employed: 91,600 people, or 69.3%
- men employed: 40,500 people, or 30.7%

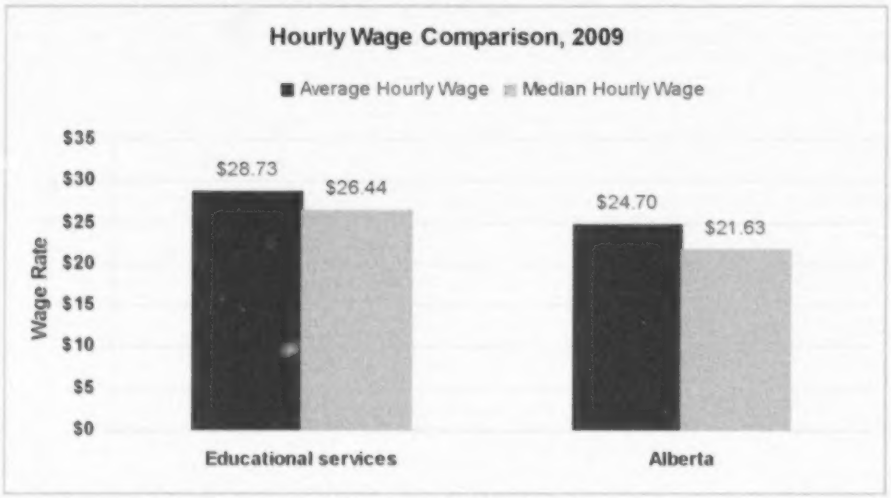
In Alberta, women accounted for 45.4% and men made up 54.6% of total employment.

Age Characteristics	Alberta Employees		Educational Services Employees	
	Number	%	Number	%
15-24 years	316,400	15.9%	8,900	6.7%
25-54 years	1,356,400	68.2%	97,600	73.9%
55 years and over	315,300	15.9%	25,600	19.4%

Data Source: Labour Force Historical Review 2009, Statistics Canada

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Labour Force Historical Review 2009, Statistics Canada
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Elementary school and kindergarten teachers	$ 25.58	$ 38.89	$ 46.62	$ 67,754
Educational counsellor	$ 24.38	$ 28.90	$ 34.29	$ 53,973
School principal and administrator of education	$ 41.28	$ 46.01	$ 49.97	$ 97,475

Data Source: 2009 Alberta Wage and Salary Survey

For information on wages, refer to the WAGEinfo[7] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Educational Services industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

1. Links to Ministry and Selected Industry Associations:

- Alberta Advanced Education and Technology
  (http://aet.alberta.ca)
- Alberta Education
  (http://www.education.alberta.ca)
- Alberta Teachers' Association
  (http://www.teachers.ab.ca)
- Association of Canadian Community Colleges
  (http://www.accc.ca)
- Association of Universities and Colleges of Canada
  (http://www.aucc.ca)
- Canadian Association of University Teachers
  (http://www.caut.ca)
- Canadian School Boards Association
  (http://www.cdnsba.org)

2. Link to Government Library Database:

http://www.servicelink.gov.ab.ca/libraries/workplace